



Opening Date: 11/26/2018  
Closing Date: Open Until Filled

## **Vacancy Announcement #13-19 Marketing Manager**

**SALARY: NEGOTIABLE**

**DC Residents Preferred**

### **EVENTS DC**

#### **Engage, Excite, Entertain.**

Events DC is the face of conventions, sports, entertainment and cultural events within our nation's capital. As the official convention and sports authority for the District of Columbia, Events DC leverages the beauty, history and diversity of the most powerful city in the world to attract and promote an extensive variety of events, resulting in amazing experiences for residents and visitors alike, and generating economic and community benefits for the city.

Our success comes by focusing on divisions that reflect three lines of business: Conventions and Meetings, Sports and Entertainment, and Special Events, where we make a range of strategic investments in the region's marquee sports, entertainment and cultural properties. Each division is driven by the desire to bring stellar events to Washington, DC by providing superior customer service to our clients and visitors.

### **SUMMARY DESCRIPTION**

The Marketing Manager manages Events DC's advertising buys, develops marketing opportunities through advertising contacts and assists with the departmental budget and provides principal marketing support to the Corporate Director, Marketing & Communications as well as other department team members. This position is required by the Communications & Marketing department of Events DC help reach its goals and to fulfill its mission as the premier convention and sports authority for the nation's capital. The incumbent reports directly to the Corporate Director of Communications and Marketing.

### **EXAMPLES OF WORK ASSIGNED**

The omission of specific statements of duties does not exclude them from the work assigned if the work is similar, related, or a logical assignment.

- Manage, traffic and coordinate all marketing campaigns, advertising and promotions
- Research current market conditions, trends and competitor information
- Assist with department's marketing strategy/plan and media buys
- Assist with reports showcasing ROI for marketing efforts, tracking advertisements, key performance metrics
- Work with online manager on updates to website pages and social media content
- Write brochure copy, newsletter copy and other editorial content as assigned.
- Writes and produces a limited number of print materials in-house which may include staff and customer newsletters, flyers and invitations.
- Works with department to provide a wide variety of tools and resources including signage, minor graphics design, and specialty items.

- Prepares specifications and works closely with Contract & Procurement Services Department to evaluate proposals for the purchase of goods and/or services to implement publications/projects. Contractors may, or may not, include printers, advertising agencies, specialty items purveyors, industry publications, photographers, direct-mail houses, and signage/display companies.
- Coordinates printing production processes to ensure quality and inspects proofs for accuracy.
- Manage special projects as assigned.

### SKILLS, KNOWLEDGE AND ABILITIES

- Excellent command of the English language, with good writing, proofreading and editing skills.
- Ability to express ideas and convey information effectively, both orally and in writing.
- Ability to work independently as well as a team.
- Relies on experience and judgment to plan and accomplish goals.
- Ability to work effectively with all levels of staff and a wide customer base.
- Ability to demonstrate a pleasant, neat and professional appearance.
- Ability to work a flexible schedule, including days, evenings, nights, weekends and holidays.

### CORE COMPETENCIES (FUNCTIONAL MANAGER STAFF)

- Financial Awareness
- Strategic Thinking
- Project Management
- Operational Effectiveness
- Job Knowledge and Technical Expertise

### ADA ESSENTIAL FUNCTIONS

- Ability to read instructions, directions, letters, memos and other written materials.
- Ability to converse orally and utilize standard telephones and two-way radios to receive and communicate information with staff and clients.

### MINIMUM QUALIFICATIONS

- Four-year degree from an academic institution in public relations, marketing, journalism or communications preferred.
- Minimum 5 years of experience working in marketing and/or advertising.
- Expert understanding of all Microsoft applications including Word, Access, PowerPoint, Excel, and Outlook.

### DESIREABLE QUALIFICATIONS

- Travel/Hospitality/Special Events Industry experience or knowledge a plus
- Graphic design experience or knowledge a plus

### REQUIREMENT

- All positions require candidates to successfully complete our background screening process.

**In an effort to protect our environment from paper waste all candidates must apply on-line on our website:**

**<http://careers.wcsa.com/employment/application.aspx>**

Computers are available in the Labor and Contractor Office (Access Control) at 1116 7th Street NW  
Monday – Tuesday and Friday – 7:00 a.m. – 11a.m.  
Wednesday and Thursday – 8:30 a.m. – 3:00 p.m.

**Washington Convention & Sports Authority T/A Events DC  
Human Resources Department  
801 Mount Vernon Place, NW  
Washington, DC 20001**

**All candidates will be considered without regard to race, color, religion, sex, age, national origin, marital status, disability or sexual orientation.**